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July 28, 2020

BASE to participate in b8ta – an experiential store from Silicon Valley
Twenty BASE member store brands to be showcased in the Shinjuku Marui Main Building

Today, we are pleased to announce that our e-commerce platform “BASE” will be showcasing products from member stores that use “BASE” for a month from August 1 (Saturday) to August 31 (Monday), 2020 in the Experience Room at b8ta Tokyo – Shinjuku Marui (1st floor of the main building) which is an experiential store being opened by b8ta Japan (Headquarters: Chiyoda-ku, Tokyo; Country Manager: Takuji Kitagawa) on August 1 (Saturday), 2020.



1. BASE’s participation in b8ta’s experiential store

BASE has been strengthening its measures to enhance the brand and product values of its member stores. By teaming up with b8ta, we can provide extra support to BASE member stores by acquiring behavioral data, etc. regarding visitors via cameras installed throughout the b8ta store, and then utilize this data so as to open up new opportunities.

What is b8ta?

b8ta defines itself as a place where new “discoveries and experiences” are born. Their experiential stores first launched in San Francisco, USA, in 2015.

Their aim is to update the retail format into something more familiar to all via the Retail-as-a-Service (RaaS) model.

Thus far, b8ta has already opened 24 stores internationally, and plans to open its first Asian stores in Shinjuku and Yurakucho on August 1, 2020.

2. Outline for opening of BASE member stores

Period: August 1 (Saturday) ~ 31 (Monday), 2020 [Pre-open on July 31 (Friday)]
Location: <https://apps.thebase.in/detail/112>
Opening hours: As per BASE e-commerce platform member stores
Address: 1st floor Shinjuku Marui Main Building,
3-30-13 Shinjuku, Shinjuku-ku, Tokyo 160-0022

BASE member stores planning to showcase products at b8ta Tokyo – Shinjuku Marui

*Please note that BASE member stores showcasing their products are subject to change.

Product showcase period: August 1st (Saturday) ~ 15th (Saturday)

• KAKUDO

<https://www.kakudo.co>



KAKUDO's original creative vision revolved around a desire to renew designs by observing everyday items from a different point of view by Graduate School students of Tokyo University of the Arts. KAKUDO means "angle" or "perspective" in English.

The ubiquitous school satchel is now a much desired item even after graduating from elementary school.

KAKUDO's most popular item is a mini school satchel made to evoke a casual yet beautiful silhouette while still providing sufficient storage capacity for adults to fashionably carry around their everyday essentials with the functional elegance of a child's satchel.

• Qumo Online shop

<https://shop.33qumo.com>



Qumo's iron pans are made by hammering thick iron plate into their round shape.

The iron's density and ability to retain heat are enhanced by applying this manufacturing method.

The subtle unevenness created by hammering helps the oil to hold naturally, and this frying pan will quickly adapt to your use.

The 2.3-mm-thick iron plate is rather heavy, but allows the food to cook more slowly for tastier results.

Instead of screws – as are common – the handle is welded to the main body, so it can easily be washed.

The handle is made of bamboo, so can easily be held without getting hot.

▪ Komorebi Shop

<https://komorebishop.official.ec>

At first glance, this is a simple white fan. However, when held up to the light, the delicate silhouette of leaves is revealed.

Original Japanese paper with the pattern of sunlight filtered through leaves based on the image of leaf shadows on Japanese shoji (sliding paper screens) are the inspiration for these fans.

This design requires experienced craftsmanship incorporating Echizen washi (Japanese paper made in Fukui prefecture) and Kyo uchiwa (Kyoto fans).

Echizen (modern-day Fukui prefecture) is Japan's oldest and largest washi paper-producing area, where its production has been perfected for over 1,500 years, and is the only place where a god of paper is enshrined.

Every sheet of Japanese washi paper is handmade here, and the fans are made in the traditional manner nurtured by Kyoto's court culture.

The elegant evenly spaced framework is one of their characteristics.

These elegant fans that generate a cooling breeze are crafted through repeated delicate handiwork.



▪ Suzukishiki rubber-band gun

<https://suzukishiki.handcrafted.jp>

The original series of Suzukishiki rubber-band guns features over 15 models. Luxurious Japanese cypress is used to craft a solid gun – in both looks and feel. Although it is a toy, it is desirable thanks to its expensive wooden structure.

This series of multi-shot rubber-band guns allow the shooter to load multiple rubber bands, including up to a 20-shot model. These prove just as fascinating to adults as children, thanks to the sound, vibration, and speed when rapid-fire shooting.

The 20-shot rubber-band gun can quick-fire all twenty rubber bands – which take about two minutes to load – like a machine gun in about 1.5 seconds. This incredible model is sure to bring a smile to your face, and its craftsmanship will amaze you.



▪ hakonara by YOSHIDA

<https://hakoyoshi.thebase.in>

Hon-no-Shosoin are made for collectors of valuable books, such as rare and out-of-print tomes. These individual paulownia wood book cases protect books that you value as your own important cultural property from the sun, insects, and mold, by utilizing the humidity control and insect-repellent properties inherent to paulownia. Each case is entirely custom made.



Thanks to their attractive appearance, these cases can also be displayed without simply being placed on a bookshelf.

The surface is finished using disc-planers. This method has proudly been used for ninety years since our foundation, and allows the beautiful grain to be expressed while retaining its glossiness.

We trust that users will appreciate the simple opening and closing yet exceptional airtightness thanks to our craftsmen's skill.

▪ papernica

<https://papernica.base.shop>

Introducing a feline-styled paper accordion “papermeouca” – part of the papernica series of papercraft musical instrument kits.

The papermeouca line-up features one full octave of notes – namely do-re-mi-fa-so-la-ti-do (high) – with one note per item.

Simple tunes can be played using the full octave.

The main body of each unit is made of paper, while the sound board is made of metal reeds that produce the same scale across the papernica series, with a tuning pitch set to 442 Hz. Japanese-made paper that is resilient to repeated pushing and pulling has been selected for papermeouca.

Fine paper with a texture similar to washi (Japanese paper) have names derived from ancient Japanese plants under a theme of the Japanese climate and nature.

Besides their use as musical instruments, their cute cat design make these great as gifts or for interior decorations.



▪ howarito.candle

<https://candlehowari.thebase.in>

The basic rose candles are made using the “Queen of Flowers” as its motif.

Delicate floral candles are built up one petal at a time.

Production only starts once an order is received – so as to deliver the freshest products with a subtle aroma, and these can also be recommended as aromatic candles.

Not only do we recommend these floral candles as gifts for loved ones, but also as a special treat for yourself!



▪ Manu Mobiles Online STORE

<https://www.manumobiles-store.com>

Mobiles as interior décor originate from northern Europe. Colorful mobiles are used to decorate interiors – slowly and silently twisting in the wind.



Such natural and heart-warming mobiles have been both calming and healing to everyone from infants to adults for time immemorial.

Manu Mobiles are brand-new reinterpretations of Scandinavian mobiles from a Japanese perspective.

We only use paper and thread as our raw materials. Instead of printing our motifs, we adopt the rather unusual method of manually gluing on cut pieces of paper. Please enjoy the warmth and gentle hues unique to paper.

▪ michicusa

<https://www.michicusa.com>

Tiny florets of real broccoli are dried, and then encased in polyester resin to create unique accessories.

Our technique for drying fresh flowers retains their natural coloration and fresh appearance.

Metal allergies are also considered in selecting our accessory parts.

We strive to create products that can be worn confidently.

In floriography, broccoli represents a “little happiness”. This item would make the perfect gift for some self-appreciation or for someone special to you.



▪ solworks

<https://solworks.base.shop>

LED lantern shade: “solol” is a shade for LED camping lanterns.

This shade folds using a special origami technique, while the shape can be adjusted using the draw cord at the top, and it is designed to fit a variety of LED lanterns.

Alternatively, it works just as well indoors with LED lightbulbs. It folds down flat for storage, and is easy to carry.

*solworks are showcased until August 31st (Monday).



Product showcase period: August 16th (Sunday) ~ 31st (Monday)

▪ quiraku ni

<https://quirakuni.base.shop>

These free-size designs can be worn from ages two (height: around 90 cm) to four or five (height: around 110 cm).

These are really long lasting – since they can be worn as trousers by two- or three-year olds, and as shorts by four- or five-year olds. Since they can be used by both boys and girls, they can also be shared between brothers and sisters. Linen trousers can be worn casually, or formally when coordinated with a smart shirt.



Linen affords excellent breathability and dries quickly, so this material is suitable not only for summer, but also throughout the year. The material appears glossy at first, but you can enjoy the unique way linen softens and wrinkles after it has been worn a while.

▪CHN woodworks&design

<https://shop.chn2016.com>

When work tools are carefully selected, one's job can seem more enjoyable – in the same way that rainy days are more fun with a favorite umbrella.

This tape dispenser was developed with just such a thought.

The recent change in our working and life styles has necessitated the need to select our own office supplies.

The brass cutter has just two roles – namely providing a stroke to draw the tape, and also to cut the tape, and the balance between these two different materials (brass and wood) creates a compact impression.

Traditional Japanese methods are adopted to elicit the color variations, and it is easy to imagine how culture that has been nurtured in the community still persists – albeit in a different form.



▪shozushikko

<https://shozushikko.handcrafted.jp>

Wine glasses hewn from solid wood.

Our skills as kijiya (Japanese woodturners) have been fully exploited to elicit the incredible beauty of Japanese wood.

We wish to convey the graceful curves and texture unique to wood, and its feel when touched. In addition to the existence of IPPONGI, we wish to share the importance and comfort of living with natural materials – in this case, “wood” – in Japan.

It is our hope that we all come to love the life of nature through our five senses. IPPONGI was born of such a thought and mission. It would be appreciated if that initial frisson of excitement when first touched, and the change through living together, were experienced.



▪studio.zok

<https://shop.studio-zok.com>

This carefree botanical objet can be decorated anywhere without the need for water.

This Toshoku (pottery plant) series can be used without fuss to decorate anywhere you like.

Some can be decorated with fresh or dried flowers to resemble real flowers in bloom.

With manual dexterity and delicate use of spatulas on raw clay, the characteristics and expressions of real plants are recreated with intricate paintwork. Artistic interior items are created by authentically reproducing the details while adding deformation.



They can be displayed as they are, or presented as if real by “planting” them in a pot of sand.

▪soel by asakura

<https://soel.thebase.in>

This product – the KIRI Coffee Canister – has been re-invented as a container for tea or coffee from the inro that were used as pill boxes, etc. in the Edo period.

The inro’s double-box construction makes them exceptionally airtight.

Furthermore, the paulownia itself “breathes”, adjusting the internal humidity to a fixed level through repeated expansion and contraction.

Also the natural astringency of paulownia afforded by paulonin and other chemicals contained within has both antibacterial and insect-repellent properties, while being slightly alkaline, which inhibits the oxidation of its contents. ASAKURA promotes the effective use of Japanese materials from the perspective of wood mileage in the Japanese market, which is currently dependent on wood grown overseas, under its goal of revitalizing local forestry and improving the regional environmental.



▪tomorka

<https://tomorka.thebase.in>

Leather slippers are tomorka’s signature items.

Beautifully colored shrunk leather is used for the upper, atop a 3-mm thick, naturally tanned steer leather for the sole.

These feel more comfortable the longer they are worn, as they mold themselves to the shape of the user’s foot.

Although the left and right start out the same, they adapt to the left and right feet with each wearing to form a unique pair of slippers.

Perfect for flight and hotel use, and highly recommended as gifts.



▪Bee's Cotton Wrap Japan

<https://www.beescottonwrap.jp>

Bee’s Cotton Wrap (Sustainable Food Storage) is a food wrap made entirely of natural materials from Hawaii, and affords an excellent alternative to plastic.

These wraps are made of organic cotton, beeswax, organic jojoba oil, and resin.

The natural antibacterial properties inherent in these materials enable any food, such as vegetables, contained within to remain fresh and tasty for much longer.

Also, this wrap can be washed and used repeatedly, and is ultimately biodegradable, which is environmentally friendly.



▪ Fleur de Ange

<https://angeselect.theshop.jp>

Stylish arrangements of large preserved peony flowers. The clear glass and glittering metal design make for a high-quality interior.

Beautiful fresh peonies can only be enjoyed for a very short period, as they are in bloom for a mere three to four days.

These preserved “peony” flowers allow our customers to enjoy this beauty for much longer. Each arrangement is individually created to enhance the beauty of each unique flower.



▪ Magne-ya

<https://macrw.thebase.in>

The BION-Mg60 makes use of the exceptional audio properties of magnesium.

Casually enjoy the finest music reproduction anytime, anywhere – regardless of whether indoors or out – thanks to the outstanding vibrational resonance and surprisingly light yet strong nature of magnesium.

This simple design in different colors makes for a perfect room accent.



BASE is dedicated to always offering customers new opportunities to encounter exceptional brands.